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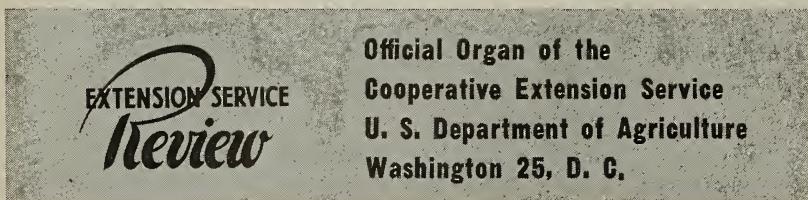
EXTENSION SERVICE
Review



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NO. 9

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 LESTER A. SCHULP, Director
 CATHERINE W. BEAUCHAMP, Editor
 DOROTHY L. BIGELOW, Associate Editor
 GERTRUDE L. POWER, Art Editor

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Ear to the Ground

- Slipping into Clara Ackerman's shoes, figuratively speaking of course, is easy, for they are spacious and pleasant. Wearing them is another matter. Clara has walked a high road of achievement, devoted and persistent in reaching her goals.

- Traveling with her to Maryland, Virginia, Kansas, Oklahoma, and Illinois, where we went to familiarize the new editor with the different States' extension work, I found that many others had warmed to her enthusiasm as I was doing. Every place we went Clara had friends, appreciative of some service she had given through the years, and kindly in their comments about the value of the Review. Yes, her shoes are large and I accept the responsibility with humility.

- And with joy, for Extension work is a challenge and a satisfaction if the job is well done. This I have learned through the eyes of others. When Edd Lemons pointed out the farmers' ponds that had provided water for the cattle during the drought . . . when Gene Warner talked about his new workshop where he can build more models for county agents . . . when Hazel King explained that the women like to sing before a meeting; it sets the mood and they get more done . . . These comments and many more are my accumulating evidence of the deep feeling and devotion for which Extension workers are well known.

- Next month you'll read about a new case for eggs. To attract more egg buyers at the grocery stores, Cornell research workers developed a display case designed specifically for eggs. Four extension workers are trying this display case in 4 local stores and keeping records of egg sales . . . Vervyl L. Fritz has written an article for the October Review on the tremendous growth of the artificial breeding program in Illinois . . . A 4-H Club broiler project sponsored by local businessmen may give other young people some good ideas. . . . With many farm sons and daughters choosing urban careers, the partnership story of Harry Hancock and Sons is a heartening one.

- Till next month, cheerio—CWB

The New Farm Program

EZRA TAFT BENSON, Secretary of Agriculture

THE Agricultural Act of 1954 contains most of the President's recommendations regarding farm legislation. It is a good law. It recognizes the fact that you cannot solve the problems of agriculture today by continuing the legislation that helped to cause them in the first place.

The most significant part of the new law is that it establishes the principle of flexible price supports. This is vital because it is the key to adjusting farm operations to the needs of the Nation. In the long run, it will lessen the need for controls over farm production and thus give farmers more freedom to operate their farms the way they see fit.

We should bear in mind that the legislation just passed by the 83rd Congress cannot be expected to solve the more pressing problems of agriculture in the next few months. The problems now confronting us have been building up over a period of years since World War II and it will likely take several years of gradual adjustment before the objectives of the new legislation will be reached. Actually the new law will not become fully operative until next year because 1955 crops are the first to which it applies.

The fact that the provisions of the new legislation will need to be applied gradually presents a new challenge to the research and educational facilities of the Department of Agriculture and the land-grant colleges. To make the new law work to their best advantage, farmers must know how it works. This calls for effective education. And, as adjustments are made away from crops now far in excess of real demand to crops for which there is a normal market or crops that will conserve or improve the soil, the need for discovering

and applying efficient farming methods will be more important than ever. In this connection, I wish to point out that the Department's policy in the year ahead will be to pay particular attention to the problems of the low-income farmer. By following such a course, I am certain that American agriculture can enjoy a better prosperity than it has ever known.

Now a few words as to what the new legislation authorizes us to do: Under the so-called set-aside provisions of the new law, up to 2½ billion dollars worth of surplus commodities—wheat, cotton, cottonseed oil, and dairy products—will be taken out of normal marketing channels. Ultimately, these commodities will be disposed of but only for such things as foreign relief, new or expanded markets, donation to school lunch programs, the national stockpile, disaster relief in the United States, and so on.

We will continue our efforts to expand exports through normal trade channels to the fullest possible extent. Although exports of United States farm products have fallen off sharply since the Korean War peak, the export situation has improved during the last year. Through the work of our recent trade missions abroad, and the availability of our farm commodities at competitive world prices, the upward trend in exports should continue. The new farm law places American agricultural attachés under the Department of Agriculture. As a result, we will expect them to more intensively promote agricultural trade with other countries.

I hope and believe that flexible supports will ultimately bring about

necessary production adjustments which, in turn, will not only give farmers more freedom of operation but will provide greater opportunity for higher income.

We must face the fact, however, that the size of some of our surpluses indicates that governmental production controls will have to be continued on some commodities in the years immediately ahead. We all must earnestly strive to see that these controls are administered in the most fair and practicable manner possible.

In addition to summarizing the Agricultural Act, I wish to take this opportunity to briefly summarize other legislation passed by the recent Congress which is of special importance to agriculture.

The Agricultural Trade Development Act provides for moving a billion dollars worth of commodities into special trade and relief channels over the next 3 years.

Appropriations for research, education, soil conservation, and expansion of farm-to-market roads were increased.

The Internal Revenue Act was revised so as to permit farmers to charge off for income tax purposes the costs of certain soil conservation practices which have not been deductible.

A watershed development act was passed and amendments were made to the water facilities act which will permit a great many more farmers to participate in these programs.

These actions all represent new tools with which to build a stronger and more prosperous agriculture. It is up to us, whose job is to be of service to all farmers, to make the most of them.

Soil Testing—

the First Step in a Good Soil Program

F. E. LONGMIRE
Assistant State Leader of Farm Advisers, Illinois

FARMERS in Iroquois County, Ill., believe in their farm adviser. Evidence of this fact is that more than 2,000 of the 3,400 farmers in the county have taken the first step in his recipe for Good Farming for Good Living. That step is to have their cropland tested for lime, phosphorus and potassium in the laboratory set up in 1945 and supervised by the farm adviser, Kenneth R. Imig.

The records show that up to June 1, 1954, 180,000 acres had been tested, and Imig had held conferences with groups or individuals to explain the results of the tests and to recommend treatment.

Interest in the expanding soils program in Iroquois County is indicated by attendance at the final soil program meeting each year, which has averaged more than 450 for the past 3 years.

But the big question is: Are good farming and good living resulting from Imig's recipe? A look at the records tells this story. As a fair sample, let's take Clyde Johnson of Belmont Township, a tenant farmer operating a 260-acre livestock-grain farm. With only ordinary land, Johnson started early in the program. He had his soil tested, applied the needed plant food, and used a good rotation. In spite of a dry year in 1953, his yields for 1952 and 1953 averaged 83 bushels an acre for corn, 30 bushels for soybeans, 50 bushels for oats, and 34 bushels for wheat. This compares to county averages of 53 bushels for corn, 24 bushels for soybeans, 31 bushels for oats and 30 bushels for wheat.

The Johnsons' good farming is reflected in their plan for good living. Johnson is leader of the agricultural



Arthur L. Hansen, Illinois farmer, discusses soil testing with Kenneth R. Imig, Iroquois County farm adviser.

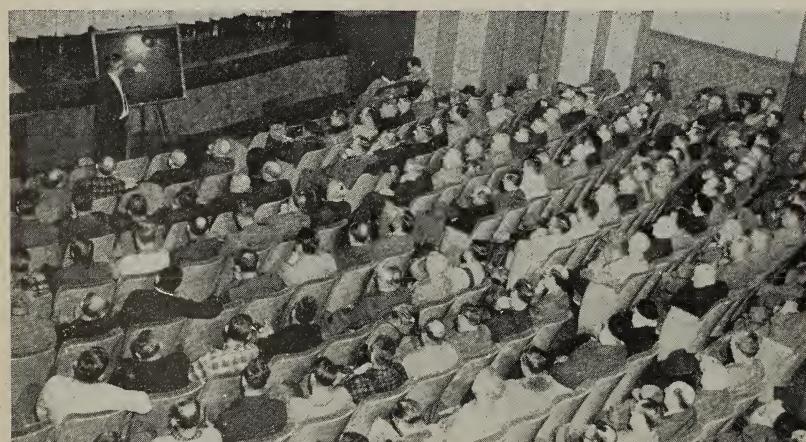
4-H Club in his community, and both he and Mrs. Johnson are active in farm and home bureaus and take part in other community activities. Their two daughters are members of both agricultural and home economics 4-H Clubs. They have modern conveniences both on the farm and in their home.

Adviser Imig makes it easy for the people of Iroquois County to know all about soil testing. Visitors to his office see three large, colored wall charts showing the results of lime, phosphorus, and potash tests on a particular farm. On the counter is a sign, Get Soil Samples Now—Ask Here for Sacks. Also on the counter is a soil-sampling auger that customers may use, and near it a supply of directions and sacks for collecting soil samples.

Each month the laboratory technician sends eight soil samples to the soil-testing laboratory at the University of Illinois for check tests. This assures Imig that the tests made by his laboratory are accurate. Also, he is informed of any changes that are made by the university laboratory. In this way he is able to keep his testing procedures up to date.

Soil testing has been a major extension activity in Iroquois County since 1945. The laboratory was started just six months after Imig

(Continued on page 190)



Farmers learn from Mr. Imig why it pays to have their soil tested and how it is done in the Iroquois County Soil Testing Laboratory.

County Council Studies

Problems in Family Living

ETHEL H. SAXTON, District Home Demonstration Supervisor, Nebraska

SIDNEY, the county seat of Cheyenne County, has been changing in character during the past decade. Cheyenne County is one of the prosperous wheat-producing counties in Nebraska. During the war, an army ordnance plant was located west of the town, and early in 1950 oil was discovered. The result has been that Sidney has become an oil boom town and has attracted many people from different parts of the country. It is rapidly expanding both in number of buildings and in population, and has taken on many characteristics of an industrial town in the middle of an agricultural county. These changes in the community life of Sidney have had their effect on the surrounding smaller towns and communities and have also affected family life.

Planning the county home extension program to meet the current needs of family living was the challenge thrown to the Cheyenne County Council of Home Extension Clubs by its chairman, Mrs. Ludwig Schroeder of Dalton, Nebr. One of the ways of meeting this challenge was to hold a family life institute which would be participated in by other groups as well as by home extension clubs. But what are our problems in family living? How would we know how to plan? Maybe we should make a survey of our problems. These were the responses to the proposal made by Mrs. Schroeder.

Under the leadership of Mrs. Schroeder and Violet Shepherd, extension agent, the council decided that a survey would be the soundest approach to this problem. The sur-



Mrs. Esther Swanson, county chairman of home extension council for Cheyenne County, Nebr., and Dora Huefle, home agents, broadcast over radio station KSID information concerning the family living survey undertaken by Cheyenne County home extension club members.

vey should cover town and country families over the whole county. Home extension club members would be asked to visit the families included in the survey. A committee was appointed to develop the questionnaire. Some of the questions included were: What does your family do together for fun just as a family? In what community activities does your family take part as a family? What religious observances and customs does your family observe in the home as a family? What are the greatest difficulties preventing your family from doing things as a family unit? How do your children take part in making decisions? What rec-

reation activities are overemphasized or underemphasized in your community? What would you like to see done in your community toward bettering the lives of the family as a whole?

A sample of 104 names was drawn from the county assessor's list by using each forty-fifth name. It was decided that this was the most equitable method of obtaining a cross section of the county. To test the questionnaires about 20 county council members also were asked to answer the questions.

On March 1, the questionnaires were mailed with a covering letter
(Continued on page 188)



Research Responsible for Popular "Sweets"

JOHN E. BROCKETT
County Agricultural Agent, Atlantic County
and JOSEPH F. HAUCK
Extension Marketing Specialist, New Jersey

George Elvins
and John E. Brockett

TO BRING back prosperity to Atlantic County, N. J., back about 1928, farmers needed a new crop. The Extension Service, working closely with the Experiment Station, began to encourage substitution of sweetpotatoes for peaches and berries. Growth of the sweetpotato industry has been possible because of development of new varieties, better cultural practices, and disease control, along with improved methods of storing, central packing and grading, other better marketing practices, and encouragement of sound advertising and promotion.

Development of improved storage houses was the result of five years' work by the research specialist in plant pathology at the New Jersey Agricultural Experiment Station. Sweetpotato growers for years had been curing their potatoes by means of a drying out process, keeping humidity as low as possible. But study showed that, contrary to time-honored practices, sweetpotatoes need warmth, plus *high* humidity, during the curing period. Under these conditions the potato develops callous layers underneath bruises, greatly reducing storage losses from rot and drying out. It also results in better looking and better tasting sweetpotatoes.

The agricultural agent encouraged the Hammonton Auction Association

to build a sweetpotato storage incorporating the new ideas of the plant pathologist. The extension engineer developed specifications for a building and equipment and the storage was constructed in 1948.

The new storage reduced loss from shrinkage, rot, and other causes to less than 10 percent. In old type storages, shrinkage usually averaged 20 percent. As a result of successful trials of the Hammonton building and equipment, 20 storage houses have been built in the area with capacity of about 400,000 bushels. Growers thus are saving more than \$100,000 annually in reduced losses in storage. It is estimated that if the entire New Jersey crop were stored in newtype storages, some 200,000 to 300,000 bushels would be saved annually, resulting in cash savings of at least a half million dollars.

The manager of the Landisville Fruit Growers' Auction stated "Premium of as much as 50 cents per bushel is paid for sweets stored under the new-type storage compared with those stored in old-type storage." Although a 50 percent premium is not always realized, some premium has usually resulted and buyers express a definite preference for these sweets.

Diseases which formerly cost the growers thousands of dollars are now

virtually non-existent. Plant pathologists from Rutgers University working in Atlantic County have come up with a solution to nearly every disease problem. They have even carried on special plant bed work and have taken the guess out of growing good plants. Growers have followed the recommendations resulting from the experiment work passed on to them by the agricultural agent.

Central packing and grading have played a most important part in developing markets for Atlantic County sweets in recent years. As late as 1946, most potatoes were packed at home. There were nearly as many different packs as growers. A few individuals consistently made good packs, but most packed about as they pleased. There was no standardization and buyers could not depend on consistent quality.

The agricultural agent and extension marketing specialist had been advocating central packing at meetings, through press and radio, and in other ways. Progress was slow but new impetus was given to the movement with the development of new type storage houses which helped in the development of central packing, since sweets were centrally stored.

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Dade County Dairymen Needed Grass and Got It—

- By intelligent planning and cooperative effort
- With the help of Extension leaders, machinery and fertilizer dealers, newspaper editors, and others.

SAMUEL L. BURGESS, Assistant Extension Editor, Florida

DAIRYMEN of Dade County, Fla., found themselves caught in a situation that chafed like an ill-designed stanchion. With a high-priced fluid milk market in the Greater Miami area at hand, they had expanded their herds without making any corresponding increase in pasture acreage. They were buying practically all the feed consumed by their cows and, as operating costs rose, while the fluid milk price remained relatively fixed, the dairymen found themselves in a tight spot. The need for more efficient and economical operation was apparent and pressing.

In November 1949, members of the Dade County Dairy Producers Association, the district extension agent, and Dade County extension workers met to discuss the problem.

The high cost of feed was recognized as the major problem, and development of a grass pasture program for each dairy operation seemed the best solution, but accomplishing this involved problems, too. Because of the high land values in this winter resort area, no large beef cattle operations had developed in the county. Seeding is not practical in this area. Consequently, with no pastures nearby, grass for planting stock was scarce and costly. The

nearest source of supply was 150 miles away and the cost was \$50 a truckload plus hauling expense. Even at this price, this planting stock was in poor condition upon delivery.

After considerable discussion at subsequent meetings, the dairymen and extension workers agreed on a cooperative plan. The dairymen would get 120 acres of land and furnish labor and equipment needed for development of a grass nursery from which Dade County dairymen could obtain planting material. The dairy association would be responsible for allocation of the planting stock after determining that each applicant had acquired suitable land for its adequate and proper use.

The county agent's office was to make recommendations for planting, managing, and fertilization, and also to determine when the nursery stock was mature and ready for distribution. To help the dairymen who had little or no previous experience in pasture management obtain the best possible results from their nursery stock, county extension workers were to give educational demonstrations to teach as fully as possible the intricacies of pasture production and management.

On May 3, 1950, a field day to plant the 120-acre nursery tract was

held. The county extension staff had solicited and secured the cooperation of farm machinery dealers in the area, who demonstrated their equipment by plowing, disking, and otherwise preparing plots of land assigned to them. Advance publicity in the form of circular letters, newspaper and magazine articles, and radio announcements, handled by the county agent's office, attracted 162 persons to the scene. Once the land was ready, everyone present helped plant the grass. Following recommendations of University of Florida Agricultural Extension Service workers, Pangola, Carib, Para, and St. Augustine grasses were used.

A few weeks later a fertilization demonstration was conducted. The five fertilizer companies who cooperated furnished the necessary fertilizers and demonstrated approved methods of application.

On October 12, 1950, the first mowing demonstration was held and the nursery yielded its first returns. The Carib grass was waist high on this date and three and a half truckloads of it were supplied to plant the first dairy pastures. Only 35 acres were planted from this first mowing, but soon an abundance of planting material was available.

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Farmers Depend on Statistical Data

THOSE who help farm families manage and plan must look back to see ahead.

Agricultural and home demonstration agents know that to see ahead and to help others plan ahead an extension worker must know what has happened in the past and what the situation is now. The future is based on present and past.

The farmer who wants help in planning his swine production for example, probably will have to know something about the cycle of hog prices. A homemaker bases her plans not only on her own experience but also on information she reads and hears.

Since as far back as 1840, the Bureau of the Census has been providing the public with agricultural information. In October of this year (see backcover) the Bureau, under the direction of Mr. Robert W. Burgess, will begin the 1954 census of agriculture. Mr. Burgess says, "Extension can render valuable assistance to the Bureau by urging farmers to cooperate with census enumerators."

Prompt Replies Assure Earlier Release of Data

Families who answer the questions as soon and as completely as possible will speed the enumeration. This will reduce costs. It will mean earlier tabulation and earlier release of census data to the public. Farmers themselves apply census data to their problems, although these data may come to them indirectly through many different channels of information.

Crop and livestock reporting services and other statistical activities of the U. S. Department of Agriculture depend on benchmark data provided by the census.

State and local agencies, farm organizations and others serving the

farmer use the census data in their analyses of the farm economy in their areas.

Marketers depend on the statistics to determine the volume of agricultural products as a basis for decisions with respect to distribution and inventories.

Statistics published in farm periodicals, in reports of marketing services, in radio farm information programs, and in other media that influence the farmer in making important decisions are taken either directly from census reports or are based on them.

Feed Dealers Keep Up on Latest Research News

"BACK in 2 hours. Attending Cornell Conference for Dealers."

This sign was prominently displayed by a local feed dealer whenever he attended the conferences held by the New York State Extension Service at Cornell University.

Farmers who do not keep in touch with their county agents or land-grant colleges often get their first knowledge of an improved variety of seed or a new insecticide from their dealers. Recognizing this, the Cornell extension specialists and county agricultural agents for the last 20 years have held local, regional, and national conferences to inform farm supply manufacturers and dealers of the latest results of agricultural research.

In November 1953, about 650 persons from 32 States and several other countries attended the Cornell Nutrition Conference for Feed Manufacturers and heard extension specialists and industry representatives cover many phases of animal and poultry nutrition.

Following this, the specialists as-

sisted the county agents in 10 regional conferences throughout the State for local feed dealers. Regional committees helped to guide the preparation of the programs to insure their adaptation to local conditions. Sessions were patterned to the needs of dealers who manufacture feed or custom-mix rations.

Sales of recommended ratios of fertilizer have increased from 40 percent in 1940 to 84 percent in 1953 according to Cornell's agronomy department. Cornell specialists are also available as speakers at local meetings on such topics as new varieties of seeds, chemical methods of weed control, management practices, and equipment.

Supplementing these meetings, the Extension Service prepares and distributes to feed manufacturers and dealers a quarterly publication, *The Cornell Feed Service*, and also makes available a handbook, *Cornell Recommends for Field Crops*. It includes recommendations on varieties of seeds, seed treatment and pest control, fertilizers, lime, chemical weed control, and irrigation.

Clara Ackerman Retires

L. A. SCHLUP, Director, Division of Information Programs
Federal Extension Service

WITH THIS issue the Cooperative Extension Service bids adieu and godspeed to Mrs. Clara Bailey Ackerman, editor of the Extension Service Review. She has been its editor since January 1944, on its staff since August 9, 1930, and a member of the Federal Extension Service since April 1926, with the exception of a 2-year period in the late twenties when she was with the Bureau of Home Economics.

Mrs. Ackerman is too young to earn full-time retirement. The stalwart contribution she has made to the Cooperative Extension Service and vigor and creative effort with which she has fashioned the Review over many years merit the leisure she has requested. This "leisure" will be devoted to free-lance writing and to making a home for her husband, George Ackerman, extension photographer who retired in 1950.

It needs little imagination on my part to project my own longtime connection with extension work into

a sincere appreciation for the talents of Mrs. Ackerman. Under her leadership the Review has continued to grow in stature. The reason, of course, is that each issue has been born out of her profound enthusiasm for and pride in Extension. Her work thrilled her. And so it has been natural for her to reflect a compelling passion to make her product pay off in terms of practical usefulness to the county extension agent.

She tried hard and successfully to keep in tune with that mystic pulse beat of the Cooperative Extension Service. For that reason she pounded on the doors of extension workers to get ideas, suggestions, and stories, to acquire a feel of the broad perspective and the direction in which Extension is traveling. More than that she constantly stalked reader evaluation of her work. Particularly she sought appraisal by county extension agents, to whom she felt the Review should



Clara Ackerman, retiring editor of the Extension Service Review.

be a warm-hearted and helpful neighbor.

If you have had an opportunity, as I have, to browse through the Review for the past 10 years, you will get a mighty good picture of the evolution of extension work during that time, of its philosophy, its methods, its opportunities, its accomplishments, the promise it holds for rural people. These pages comprise a timeless monument to the skill, enterprise, resourcefulness, and sheer creative effort which Mrs. Ackerman has devoted to advancing the progress of extension work.

How To Compile Data for a County Annual Report

WHEN a subject-matter meeting is held a report form is given to the community project leader. This report form asks for the persons attending the meeting and has a space for them to check the recommended practices they have adopted as a result of this meeting. There is space, too, asking for the number of persons passing subject matter on to those that were not present at the meeting. This includes the number passing information and the number of persons who received the information.

If the report form is one of a

HARRIET J. NISSEN
Home Demonstration Agent
Penobscot County, Maine

sewing school, a letter is sent from the extension office to each person enrolled in the sewing school, asking for the kind and number of garments that have been made. This additional information goes on to the community report form that has been earlier returned to the extension office.

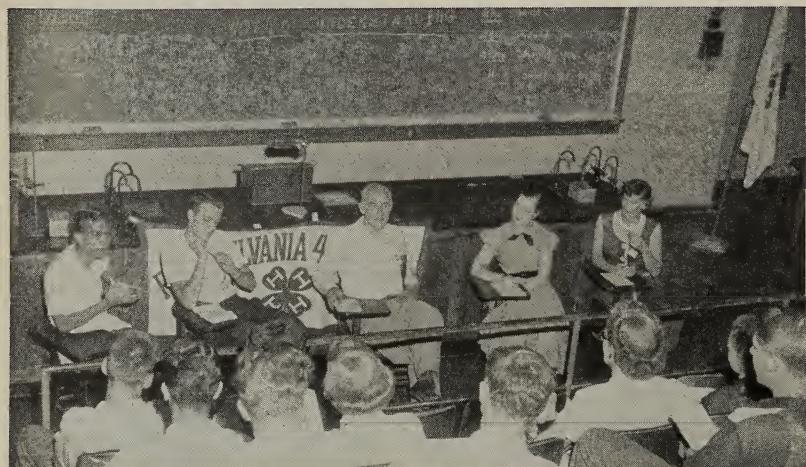
Report forms remain with the community project leader for 3 or 4 months, giving the community leader

an opportunity to get her report form filled out at the monthly extension meetings. Report forms are then sent to the extension office and filed by projects under communities. This makes it possible to check on delinquent communities. At the time the annual report is written, data from these community report forms are tabulated by projects.

The things that help me most in compiling data for an annual report are having a good office secretary, making up *my own mind* that the job has to be done, and clearing off my desk and *going to work*.

Taking the Lead in Understanding One Another

JAMES F. KEIM, Assistant State 4-H Club Leader, Pennsylvania



Panel members speaking at a leadership school agreed that they must act, not just talk, about understanding people.

FOR THE second consecutive year the annual Pennsylvania leadership school, which has been in operation more than a quarter of a century, had as its theme, "Working Together for World Understanding."

"Though language may be a problem, concern for others can still bridge the gap in understanding."

"I think we stereotype the people of other lands and their customs too much. We must think of them more as just folks like ourselves."

"The democratic way of life must come up with something real if it is to appeal to a man with an empty stomach."

These comments made during a panel discussion evoked ready responses from the 220 delegates. Twenty-five students from Canada, Ceylon, Chile, Formosa, Germany, India, Italy, the Philippines, Thailand and Viet Nam, who were able

to give first-hand information on their way of life and their problems made it a demonstration of international understanding in action.

Talking about understanding people is not enough today; we must do something, they agreed. They suggested raising funds to help the Indian farmers buy steel plows; sending used books and magazines abroad; inviting students from overseas or from nearby countries to address club meetings or as weekend guests; and becoming better acquainted with the United Nations' technical assistance programs and their accomplishments.

The International Farm Youth Exchange Program was stressed as a practical method of advancing international understanding. Mrs. Jean Singer Thomas, a 1951 IFYE delegate to Switzerland and a member of the panel, emphasized the value

of this experience. C. P. Lang, in charge of the program for Pennsylvania, also pointed out the opportunity for acting as hosts to IFYE delegates from abroad.

Adventures Ahead

- Wishing them good luck with new ventures, we record the following retirements: MRS. ESTHER G. KRAMER, district home demonstration agent with 30 years of service, and MARY BRITMAN, agent in Craighead County with 18 years of service, both in Arkansas; and W. T. MAY, chief clerk in Mississippi, who came to work soon after the Smith-Lever Act established extension work. GEORGIANA H. SMURTHWAITE, State home demonstration leader, Kansas, after 30 years in the State Extension Service; INEZ HOBART, extension nutritionist, Minnesota, for 32 years; HELEN SHELBY, clothing specialist, who came to Maryland from Oklahoma in 1927. The year the Smith-Lever Act was signed she was doing 4-H Club work in Louisiana. FLORENCE MASON, home furnishings specialist, after 30 years as home demonstration agent and specialist in Maryland; CHARLOTTE EMBLETON, home agent of Somerset County, N. Y., for the past 30 years.

WILLIS B. COMBS, Federal grain marketing specialist for the past 17 years; ROBERT H. OLMSTEAD after 33 years as dairy specialist in Pennsylvania; LUCY M. QUEAL, home demonstration agent, Philadelphia, Pa. since 1947; and LAWRENCE W. BERGERSON, agricultural agent in St. Bernard Parish, La., for the past 38 years.

4-H Clubs

Rough on RATS

JOHN S. ARNOLD, Assistant Extension Editor
South Dakota

WHEN the Hustling Rangers 4-H Club of Hughes County, S. Dak., organized a rodent control program on 14 farms in the club's area, it was typical of how South Dakota 4-H Clubs have taken hold of the grain sanitation problem.

The Hustling Rangers' job, however, was an outstanding example of achievement in the State. They performed the work in connection with eradicating rats at a small cost to the individual farmer. It came under the heading of community service.

The idea was advanced sometime in October through the help of County Extension Agent R. J. Fineran and Leader Melvin Jensen, a former county agent. John A. Lofgren, extension entomologist from South Dakota State College, was called upon to give a method demonstration to the 15 members on October 24.

Lofgren demonstrated the use of Red Squill and Warfarin in rat era-

dication. He discussed the habits of rats and the importance of rat proofing buildings and keeping the farm clean in a grain sanitation program. He pointed out that each rat consumes or wastes \$2 worth of grain per capita annually, and contaminates 10 times that amount. He also told the youths that mice do as much or more damage than rats to food grains stored on South Dakota farms.

The 4-H Club purchased Red Squill and Warfarin through County Agent Fineran who in turn made the necessary purchases through the county crop improvement association. The eight oldest youths began the intensive campaign on 14 farms on December 12, during Christmas vacation, and continued operations through December 19.

When the work was finished, 20 pounds of Red Squill, the quick killer, and 135 pounds of Warfarin had been used. The farmers were

charged from \$5 to \$17, depending on the bait used. The club netted a small profit for its treasury.

At least 3 of the 14 farmers have indicated they will continue the service this fall, if rats reappear. One enthusiastic farmer said: "I found out there was a way to do a good job of rat killing."

"Individual farmers realize that a community eradication program is more satisfactory than an individual program," summed up County Agent Fineran. "Rats may spread to surrounding farms and then return, if the program is carried out individually. I think the boys have shown that a good kill can be obtained if the eradication program is done correctly."

The Sod Busters 4-H Club of Brown County has adopted another phase of the grain sanitation program. The 12-member club, under the leadership of George Erickson, Frederick, S. Dak., has begun tacking up posters on granaries around Frederick. Ten sanitation tips are printed on the posters which emphasize: "Grain is Good—Keep it Clean."

Assistant County Agent Leonard Nelson explained that the mixed club is divided into four teams. Each is responsible for posting signs on part of the 250 granaries in the area. In addition, each member is required to complete a grain sanitation survey on his own farm. Reports or demonstrations were given on these surveys in July.



Charles Hickey, president of the Hustling Rangers 4-H Club, Joe Higgins and Jerry Hawkins (left to right) place the Red Squill "torpedo" into a rat burrow.



The 4-H members followed up with Warfarin until the rats were eradicated. They performed the campaign on 14 farms last December as a community service project.

Problems in Living

(Continued from page 181)

written by the 1954 county chairman, Mrs. Esther Swanson, and Dora Hueffle, home agent who replaced Miss Shepherd when she resigned. At the same time, the local radio and press carried broadcasts and stories covering the purpose of the survey, how the sample had been drawn, and who would visit the homes of those included in the survey.

About 35 home extension club members visited the homes of those who had received questionnaires. Cooperation was almost 100 percent. The survey committee met together to tabulate the 102 questionnaires and then forwarded them to the University of Nebraska to be studied by Kenneth Cannon, associate professor of home economics in family life, and Otto Hoiberg, community life specialist for the Extension Division. During home demonstration week, Mr. Hoiberg went to Sidney to discuss the findings with the council members.

It was found that parents, in spite of conflicting time and labor schedules, spent a lot of time with their families.

The questionnaire showed that families did these things together; 88 percent listened to the radio; 86 percent went to movies; 78 percent entertained company; 78 percent went on trips together; and 73 percent had picnics together. However, only 48 percent enjoyed music together and only 50 percent enjoyed reading.

Families participated together in the following community activities: 64 percent went to church gatherings together, and 64 percent went to fairs together. About 60 percent of the families attended community celebrations. Only 22 percent went to concerts together, and about 38 percent went to plays.

For religious observance, 64 percent said grace at the table, about 60 percent had religious and holiday observances, and 60 percent listened to religious radio and television programs. Twenty-six percent had daily devotions.

About 40 percent of the women said they were kept from doing more things together as a family by conflicting time and labor schedules.

About a fourth felt that community customs influenced the rules which parents made to govern their children. The majority of parents were surprisingly strict concerning the rules each household needs if people live together, such as those on listening to the radio, going to bed, making noise, and taking care of belongings, showing courtesy to company, and respecting rights of neighbors. Older children were permitted to go out at night when school and church functions made it necessary. Some parents limited this to weekends, and the time to get home varied from a set hour to "reasonable time after event was over."

Sixty-six percent said that each family member had a voice in making decisions, but only a third called family councils. There were many suggestions for community improvement toward bettering family life as a whole, but the underlying suggestion was that there should be a coordinated community effort for better recreation facilities for family members at all ages.

Sixty percent were interested in having a family life institute where family problems could be discussed.

Dade Dairymen

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The dairy association decided to charge \$20 per truckload for the nursery grass until the costs of the demonstration project were repaid. This made the planting stock considerably cheaper than the \$50 per truckload plus costs of a 150-mile trip which the dairymen had been paying for planting material less than a year before.

Eleven months after the initial meeting, the program was declared a success. The intelligent planning and cooperative efforts of the dairymen and extension workers with the fine support furnished by the machinery and fertilizer dealers, newspapers, trade magazines, radio stations and others was paying off.

An estimated 2,000 acres of pasture had been planted during the first year and the objective—establishment of good pastures for the dairies in Dade County—was well on its way to attainment.

By the end of 1953 the original pasture nursery tract was returned to its owner, Jack Christenson, who then had 120-acres of improved pasture as rent for his land. All other dairymen in Dade County who had wanted pasture planting material had been supplied and were now maintaining their own nursery plots. During the 1951-53 period, an estimated 10,000 acres of grass pastures had resulted from the planting of the original 120 acres.

That the pastures had provided cheap feed is evident on all sides. Ted Kretzschmar, manager of one dairy, said that a sandy land pasture containing one of the legume demonstrations "has carried more animals on less feed and kept them in better growing condition than any other pasture I ever had." This was the first successful planting of legumes on that farm.

Much more important than accomplishment of the immediate objective of the program, however, were the opportunities for further development of a complete pasture program afforded by establishment of the first grass pastures. With good grasses established, the dairymen were ready for management practices that had been impossible before.

Special Mention

• GLENN E. BLACKLEDGE, county agricultural agent for Pima and Santa Cruz Counties, Ariz., was written up as today's citizen in the Tucson Daily Citizen, with a fine account of the development of Arizona agriculture during the almost 30 years that "Blacky" has been working in the State.

• FLORENCE L. HALL, retired field agent for the Northeastern States, from the Federal Extension Service, received the Michigan State College Distinguished Service Award.

The Community Builds Its Own Meeting Room

RUTH APPELTHUN, Home Demonstration Agent, El Paso County, Colo.

COMMUNITY meeting rooms, demonstration kitchens, and other assembly halls usually come about through some group's unselfishness and hard work. El Paso County, Colo., seems to be endowed with an unusual number of people who fall into this class. Everyone cooperated and helped us reach our goal of a demonstration kitchen, sewing center, and meeting room.

The accomplishment was envisioned years ago by the county's home demonstration clubwomen. We've planned the cupboards and work space to provide an educational exhibit of what a modern kitchen should have.

The usual modern features of Lazy Susans in the corners to take care of that awkward space, adjustable shelves, lapboards, and mixer hideaway are just a few of the U-shaped kitchen features.

But rather than talk about kitchen

equipment, sewing center, and other physical features, I'd like to talk about the willingness and generosity of our people.

Plans became a reality through the vision of True Adams, manager of a creamery, who gave space for the room; county commissioners who provided funds; Holly Fallis, a 4-H Club member who spent 3 weeks on drawings and listing materials needed; Edwin Carmen, former 4-H member, who planned cupboard space; high school boys who did some of the cupboard work in their classes; and the many home demonstration women who donated hours of time and effort to earn money for some of the supplies, and who actually built the cupboards.

Then there were other generous gifts that made the enterprise possible. For ready cash, women raised \$160 at a rummage sale; county commissioners approved use of a \$50

balance left from the home agent's expense account. Crissy Fowler, lumberman, reduced the price of lumber and hardware; an equipment company, managed by Bill Becker, provides the latest model refrigerator each year; True Adams installed the sink and stove; and a woodworking shop built the sewing cupboards.

This fine community center shows how thoughtful planning and hard work can make the ordinary meeting place more interesting and many more times efficient. Gradually the room, which seats 65 people, is being fitted for service. We even envision practicing for our television shows, as the kitchen is similar to that at the television stations.

About Your Neighbor

CATCHING up with some of the interesting facts about extension neighbors and coworkers.

- Among the new State directors are W. A. SUTTON, Associate Director, Georgia, who was formerly 4-H Club Leader; M. C. BOND, New York, formerly project leader in extension agricultural economics; Director WILBUR B. WOOD, Ohio, formerly Junior Dean of the College of Agriculture; L. B. HOWARD, Dean of the College of Agriculture and Director of the Experiment Station and Extension Service, Illinois, formerly Associate Director of the Experiment Station; HENRY M. HANSEN, Associate Director, Connecticut, formerly County Agent Leader; and R. M. TURNER, Director, Washington, formerly associate director.



Ruth J. Appelthun, El Paso County home demonstration agent, and two club members check the space for cupboards against original plans.

IN the beginning, county agents and marketing specialists dreamed of a million dollar business for the mountain county organizations. Today that dream has been realized and more than doubled, yet the capacities for accomplishments are barely tapped.

In 1930 the 13 counties which now compose the Georgia Mountain Growers Association had a total population of 130,857, of which 116,656 or 89.1 percent were rural. Farms were small, averaging 81 acres per farm with 23.6 percent of the acreage in cropland. Cash farm income was very low.

Climatic and other environmental conditions in much of this area are not conducive to the large-scale production of the State's major cash crops—cotton, tobacco, and peanuts. County agents and extension specialists realized a very definite need for the development of an agricultural program intensive in nature and producing a high income per acre in order to support the rather large families common to this area.

County agents realized that a good portion of the area was well suited to the production of commercial fruit and vegetable crops, supplemented with poultry, dairying, and some other types of livestock, as well as corn and small grains which would produce abundantly. Realization of the potential possibilities was full of hurdles. County agents were confronted with two major problems.

The first was to obtain the necessary supplies where local stores were inadequate and railroad and highway facilities were meager.

The second was to market the products from many small farms. Railroad facilities and highways were not such as would encourage outside buyers to come into the areas, and the nearest consuming market outlet was located over 100 miles away from all the counties.

With the extension district agent taking the lead, county agents and production and marketing specialists studied these problems and decided that group action in each of the counties was the first step. County officials, leading farmers, and business people invited by local county

cial saving and other benefits that may be realized through county cooperatives.

In 1938 the 13 county organizations did a total business of \$121,400. In 1952 the total business of these same associations amounted to \$2,037,806.

These organizations have been able to add more and more services for their members, eventually federating into the Georgia Mountain Growers Association. Operating as individual county units, they had found themselves competing with each other in the same market with the same buyers for the same produce at the same time. Also by pooling their purchasing for seed, feed, fertilizer, and other supplies, substantial savings could be made.

Since 1935 the agricultural programs have developed soundly; the standard of living has risen substantially; roads, schools, churches, and other community activities have improved greatly. From marginal income-producing agriculture in the twenties and early thirties, cash farm incomes have increased tremendously.

Soil Testing

(Continued from page 180)

was advanced from assistant farm adviser to farm adviser. The testing program was launched following thorough publicity. During the first two years, the complete crop acreage on a farm in each township was tested and Imig held field demonstrations on each tested farm. Because Iroquois County has a great variety of soil types, Imig has made it a point to explain the characteristics of each type thoroughly. In addition, he believes it is important for the farmer himself to take the samples so that he will learn the different types of soil he has on his farm.

Adviser Imig is constantly broadening his program. Many soils in the county have a potential yield of 100 bushels of corn, and efforts are being made to reach that level. Emphasis is constantly placed on the importance and value of a productive soil in achieving "good living from good farming."

Mountain Farmers Market Cooperatively in Georgia

agents to discuss the matter recommended the development of county cooperative associations.

About this time a contract between the university and the Tennessee Valley Authority was signed to carry out a test demonstration program, which would cover practically all of the counties in this area. Immediately there developed a need for some type of farmer organization through which to handle and distribute the demonstration materials. This, together with the already existing needs, focused attention in the direction of sound farmer cooperative organizations in these counties. Each county agent and his cooperators began studying county cooperative associations.

Associations were organized, and warehouse and marketing facilities were developed for handling farm supplies and marketing farm products. Since there were no funds to hire paid managers to take over the responsibility, county agents and local boards of directors handled this until such time as associations had developed sufficient volume and finances to hire managers.

Ten of the 13 county organizations were organized during 1935 and incorporated under the Georgia Cooperative Marketing Act. These organizations have not only taught cooperation among farm groups but also demonstrated to farmers the finan-

A New Editor

LESTER A. SCHLUP, Director
Division of Information Programs
Federal Extension Service



Catherine W. Beauchamp, new editor,
Extension Service Review

WITH THIS issue, the Extension Service Review welcomes a new editor, Mrs. Catherine W. Beauchamp (pronounced Beechum). For the past 2 months there has been much excitement and great activity as the incoming and outgoing editors went into frequent huddles about plans and editorial policies for the year ahead. In fact they have generated so much steam, Mrs. Ackerman at times almost forgot she was retiring. Mrs. Beauchamp is rapidly becoming reacquainted with the Extension Service, and looks forward to the continued cooperation which you have been giving to your colleagues around the country through the pages of the magazine.

Mrs. Beauchamp comes to the Review from the Public Health Service where she edited a monthly publication, Occupational Health. As one of the originators and first president of the Federal Editors Association composed of government periodical editors, she occupies a position of editorial leadership.

A native of Lafayette, Ind., she graduated from Purdue University with a home economics major. There she became familiar with the Indiana Extension Service and later led 4-H Clubs in Warsaw where she was teaching home economics. Mrs. Beauchamp has also taught speech and directed the speech department at Manchester College, North Manchester, Ind.

In 1943, she came to the U. S. Department of Agriculture to serve

as information specialist in the War Food Administration. There she organized the school food conservation program and wrote pamphlets and radio scripts on war food programs. Coming to the Extension Service, she feels is returning home to her first field of interest.

With her subject-matter and informational methods background, Mrs. Beauchamp is well prepared to do a competent editorial job. She joins the extension team in a year of exceptional challenge prepared to devote her talents to working with us on the job ahead. She expresses the hope that you will write her very frank letters about the type of stories that you will find most useful in your work.

Popular "Sweets"

(Continued from page 182)

As soon as centrally packed sweets hit the market, buyers demanded all centrally packed potatoes. Today, practically all Atlantic County sweets are centrally packed at the auctions or in dealers' warehouses. This change in practice has increased demand and improved the general price structure of sweets in the area. Many growers say that central packing has increased demand and resulted in greater net returns for all. This has been a most

forward step in marketing and is of great economic importance to growers, buyers, and consumers.

Another phase of the sweetpotato development in the area has been the search for new and better varieties. The agricultural agent and the vegetable crops research specialist have been working on variety development and selection for over 20 years. In particular, a moist-type variety that would appeal to consumers who liked moist rather than dry sweets was needed. The Jersey Yellow, commonly grown in New Jersey for years, is a dry-type sweet.

In 1942, the vegetable research specialist introduced a selection from Kansas that seemed to show promise. It was tested under various growing conditions for 5 years in cooperation with the Sweet Potato Industry Committee. In 1947, the extension marketing specialist ran consumer acceptance studies which showed the new sweet to be popular, particularly among consumers who liked yams.

Increased net returns. This new sweet was released under the name of Jersey Orange, and market acceptance was very good. Today, three-fourths of the Atlantic County acreage is in Jersey Orange. Its introduction has meant that growers now have sweets that appeal to those who like either dry or moist types.

It is not possible to measure what the Jersey Orange has meant to the area in dollars and cents, but it has helped substantially, since it out-yields Jersey Yellow in most soils.

Last year, Atlantic County and other New Jersey growers joined in a Statewide promotion and advertising program for sweetpotatoes. This program finally swung into action after years of planning by farm leaders, agricultural agents, specialists, State Department of Agriculture officials, members of the industry committee, and others.

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Note to County Agents

The Census Bureau is scheduling the 1954 farm census visits between October 1 and November 8

You have been sent a sample questionnaire and fact sheet to help you answer questions.

COUNTY AGENTS have a double interest in a good census . . .



- *You need accurate statistics on your own county and the Nation. We all do.*
- *Your farm families may have questions you can answer. You can help them understand the importance of the census and their part in it.*

COOPERATIVE EXTENSION wants to help make this 5-year census an accurate record of agricultural achievement.